WHAT IS CLAIMED IS:

1   1.   A client-side method, comprising:

2   obtaining a user-selected web portion from a web page;

3   displaying the user-selected web portion;

4   initiating acquisition of an advertisement; and

5   displaying the advertisement with the user-selected web portion.

1   2.   The method of claim 1, wherein the advertisement includes a

2   banner advertisement.

1   3.   The method of claim 1, wherein the advertisement includes a

2   directory-type advertisement.

1   4.   The method of claim 1, wherein the initiating acquires an

2   advertisement based on demographic data of the user.

1   5.   The method of claim 1, wherein the initiating acquires an

2   advertisement based on the at least one user-selected portion.

1   6.   The method of claim 1, wherein the initiating acquires an

2   advertisement from an advertisement server.

1   7.   The method of claim 1, wherein the initiating acquires an

2   advertisement from a locally stored library of advertisements.

1   8.   A machine-readable medium having stored thereon instructions to:

2   obtain a user-selected web portion from a web page;

3   display the user-selected web portion;

4   initiate acquisition of an advertisement; and

5   display the advertisement with the user-selected web portion.

1   9.   The machine-readable medium of claim 8, wherein the

2   advertisement includes a banner advertisement.

1   10.   The machine-readable medium of claim 8, wherein the

2   advertisement includes a directory-type advertisement.

1   11.   The machine-readable medium of claim 8, wherein the instruction

2   to initiate acquires an advertisement based on demographic data of the

3   user.

1   12.   The machine-readable medium of claim 8, wherein the instruction

2   to initiate acquires an advertisement based on the at least one user-

3   selected portion.

1   13.   The machine-readable medium of claim 8, wherein the instruction

2   to initiate acquires an advertisement from an advertisement server.

1   14.   The machine-readable medium of claim 8, wherein the instruction

2   to initiate acquires an advertisement from a locally stored library of

3   advertisements.

1   15.   A system, comprising:

2   means for obtaining a user-selected web portion from a web page;

3   means for displaying the user-selected web portion;

4   means for initiating acquisition of an advertisement; and

5   means for displaying the advertisement with the user-selected web

6 portion.

1 16.   An apparatus, comprising:

2   a memory device;

3   a client engine, communicatively coupled to a network and to the

4 memory device, capable to obtain a user-selected web portion from a web

5 page; display the user-selected web portion; and

6   an advertising engine, communicatively coupled to the client

7 engine and the network, capable to initiate acquisition of an

8 advertisement and display the advertisement with the user-selected web

9 portion.

1 17.   The apparatus of claim 16, wherein the advertisement includes a

2 banner advertisement.

1 18.   The apparatus of claim 16, wherein the advertisement includes a

2 directory-type advertisement.

1 19.   The apparatus of claim 16, wherein the advertising engine is

2 capable to initiate acquisition of the advertisement based on

3 demographic data of the user.

1 20. The apparatus of claim 16, wherein the advertising engine is

2 capable to initiate acquisition of the advertisement based on the user-

3 selected portion.

1 21. The apparatus of claim 16, wherein the advertising engine is

2 capable to initiate acquisition of the advertisement from an

3 advertisement server communicatively coupled to the network.

1 22. The apparatus of claim 16, wherein the memory further comprises

2 a library of advertisements.

1 23. The apparatus of claim 22, wherein the advertising engine is

2 capable to initiate acquisition of the advertisement from the library.